

Historic, Archive Document

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WILD RICE
FOR TABLE USE
IS BACK AGAIN

Sec. 562,
P. L. & R.

Make
Your
Dinners
a
Success



Order
Some
Today

RETURN POSTAGE GUARANTEED

TERRELL'S 240 WINNEBAGO ST.
OSHKOSH, WIS.

TERRELL'S AQUATIC NURSERIES

Fancy Wild Rice For Table Use - The Original American Health Food

240 WINNEBAGO ST. OSHKOSH, WIS. PHONE STANLEY 3347

New Crop Fancy Wild Rice
Ready For Your Game Dinners

WILD RICE was a favorite cereal food of the early settlers in the Great Lakes region. When white people first came here they found the Indians harvesting this American grain and cooking it with duck, venison or other game or serving it just as a cereal. America's best eating places place it on their menus today -- sanitariums serve it as it is easily digested and chock full of health-giving vitamins and minerals.

Terrell's offer you the best in wild rice, slightly parched in the old-fashioned way that brings out its delicious nutty flavor. Terrell's Fancy Wild Rice is as different from tame rice or common "machined" wild rice, as an old-fashioned, hickory-smoked ham (like grand-dad used to serve) is when compared with a slab of salt pork.

Wild Rice is very hard to get,
but Terrell's offer you a limited
supply of fine quality and flavor.

Why not order some for your game dinners, a treat or as gifts to friends? Packed in either regular packages or gift packages as desired and sent to any address.

Owing to crop shortage, we suggest
ordering your supply while available.

Some of our favorite recipes for preparing Wild Rice, which have been handed down in our family, are given on the next page ---



Use WILD RICE with Game or Fowl, also as breakfast cereal; dessert, popped and served like nuts, etc.

WILD RICE RECIPES

(Recipes Sent With Every Order)

There are 2 basic ways of cooking wild rice:
(1) Popping in deep fat
(2) Boiling or steaming
(basis of many recipes)

POPPED OR PARCHED WILD RICE
Terrell's Fancy Wild Rice
Deep fat or cooking oil
Fine wire strainer
Butter Salt

Heat deep fat until it smokes slightly. Then put strainer in fat and sprinkle 1 to 3 tablespoons of uncooked wild rice into it. Wild Rice pops and swells about 3 times in bulk. Let brown slightly after all has popped. Requires about 2 minutes. Repeat until you have desired amount. Drain and season with salt and melted butter. Serve like nuts or with meat.

(Also may be prepared in spider without strainer, using just enough hot fat or bacon drippings to cover wild rice.)

STEAMED WILD RICE BREAKFAST FOOD
2 cups Terrell's Fancy Wild Rice
3 tablespoons butter
2 teaspoons salt. Water.

Wash Wild Rice. Put in cast aluminum cooker or double boiler with close-fitting cover. Just cover with water. Let stand for 4 hours or preferably over night. Add salt. Steam for 20 minutes or until cooked. Turn fire low after steaming starts. Add more water only if necessary. Stir in butter while hot. Serves 10.

BOILED WILD RICE
2 cups Terrell's Fancy Wild Rice
7 cups water 2 teaspoons salt
3 tablespoons butter

Wash Wild Rice. Drain. Put in stew pan with close fitting cover. Add water. Bring to boil, then turn flame low. Boil slowly 1 hour. Stir as little as possible, but enough to prevent burning. (No stirring needed if heavy cast aluminum is used.) Stir in butter while hot. Serves 10.

WILD RICE BREAKFAST FOOD
Serve warm boiled Wild Rice with white, brown or maple sugar and cream. Goes well with grape jelly or baked apple.

WILD RICE FOR LUNCH OR DINNER

Serve boiled Wild Rice with meat in place of potatoes or as an extra vegetable. America's finest eating places serve it with all kinds of game and fowl. Grape jelly or cranberries go well with it. Delicious combination with chop suey.

WILD RICE DRESSING OR STUFFING

No. 1. 2½ cups hot boiled Wild Rice
1 tablespoon chopped onion
1 tablespoon chopped parsley
3 tablespoons butter. Salt. Pepper.
Cook onion and parsley in hot butter about 5 minutes. Do not brown. Mix with wild rice, adding salt and pepper to taste. Stuff fowl or game and roast.
No. 2. Make your favorite dressing, but substitute boiled Wild Rice for 1/3 or more of bread or cracker crumbs.

WILD RICE DESSERTS

WILD RICE DELIGHT

Boiled Wild Rice, Marischino Cherries, Chopped Walnut or other nut meats, Apple Sauce, Sweetened Whipped Cream.

Place 2 tablespoons of apple sauce in dish. On this place 2 tablespoons cold, boiled Wild Rice, over which scatter chopped nut meats. Cover with whip-cream --garnish with nut meats and cherry.

WILD RICE FRITTERS

While warm place boiled Wild Rice in molds or in form from which it can be sliced when cold. Place molded pieces or slices in wire basket and fry in deep fat. Drain and serve with maple syrup or grape or cranberry jelly.

WILD RICE PUDDING

2 cups boiled Wild Rice. 3 cups Milk. 1 cup Raisins. 4 Eggs. Pinch of Salt. 1 cup Sugar or sweeten to taste. Flavor with Nutmeg or Lemon Extract. Bake until about like custard. Serve plain or with Grape Jelly.

Wild Rice is Scarce and hard to get now. While our limited supply lasts PRICE IS - \$2.25 per lb., 2½ lbs. to 25 lbs. \$2.00 per lb., 25 lbs. and up \$1.90 per lb.

----- We Pay The Postage -----

TERRELL'S AQUATIC FARMS

OSHKOSH, WIS.

TERRELL'S WILD RICE FOR TABLE USE IS HULLED AND SLIGHTLY PARCHED

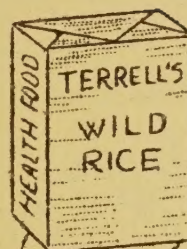
WILD
RICE

ORDER BLANK

TERRELL'S
240 Winnebago
Street
OSHKOSH,
WIS.

TERRELL'S FANCY
WILD RICE
FOR TABLE USE

"THE ORIGINAL
AMERICAN
HEALTH FOOD"



•
A
Pound
Makes
15
Servings
•

Satisfaction Guaranteed

Otherwise shipment may be returned for refund within 5 days.

Send to:

Address

Lbs.

Ordered by _____

I enclose \$ _____ Send C.O.D. (____)

(over)

--Tear Off Here--

WHAT OTHERS SAY ABOUT OUR WILD RICE FOR EATING:

CALIFORNIA: "This is to acknowledge the arrival of the wild rice recently sent to me. I had some of it cooked for dinner last night to go with a venison steak. The combination is very good, and the rice is as fine as any I have heretofore used."

*Managing Director
Los Angeles Athletic Club*

MICHIGAN: "The wild rice appeared this morning. I took it home and had some for dinner and enjoyed it very much. I can second your motion that your wild rice is a little the best of any I have ever seen. It is more thoroughly cleaned and contains fewer hulls and the flavor is fine. Wish you would quote me prices for wild rice in quantities. I may want to pass some of it out to some of my friends."

W. K. Kellogg.

OHIO: "In our advisory dietetic work we are inclined to urge the use of Wild Rice in many cases and, in general, where a complete, natural diet is indicated."

The Sunderland Laboratories

ILLINOIS: "I am asking you about the wild rice because I have found that the quality of it which I have purchased here is not as good as the wild rice you supplied."

*Anne Newman, National Headquarters,
Izaak Walton League of America, Inc.*

WISCONSIN: "As you know, wild rice has not been available on the market, and inasmuch as I practically live on game during the Fall, you may know what a blessing this (wild rice) is to my family. I understand that you have some for sale. Will you send me five pounds."

P. A. Preston